

**Notice of Allowability**

Application No.

10/788,885

Applicant(s)

LEBLANG ET AL.

Examiner

Art Unit

Manglesh M. Patel

2178

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to RCE (January 19, 2007).
2. ☒ The allowed claim(s) is/are 2,14,20-24,53-56,59,61,62 and 64.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- |  |  |
|--|--|
| 1. <input type="checkbox"/> Notice of References Cited (PTO-892)   | 5. <input type="checkbox"/> Notice of Informal Patent Application                      |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 6. <input type="checkbox"/> Interview Summary (PTO-413),<br>Paper No./Mail Date _____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),<br>Paper No./Mail Date _____    | 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment                    |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit<br>of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance   |
|  | 9. <input type="checkbox"/> Other _____.   |

**EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Sunah K. Lee on March 30, 2007.

**EXAMINER'S AMENDMENT**

**Claims**

Please Replace All Claims With the Following:

1. (Canceled)

2. (Currently amended) A method in a computing system for identifying links to web sites that are of interest to a user, comprising:

displaying a first web page;

displaying a web site selection control in conjunction with the first web page;

in response to activation of the web site selection control by the user while the first web page is displayed:

creating a new entry corresponding to the first web page in a list of web sites of interest,

identifying a web site containing the first web page, and

storing in the created entry information specifying the identified web site;

at a time after the storing, receiving a request for a second web page;

identifying within the second web page a link that points to the web site specified by the created entry;

modifying the second web page to indicate that the identified link points to a web site of interest and a first indicator associated with the identified link, the first indicator corresponding to content of the web site to which the identified link points, the content of the web site being obtained from a part of the web site of interest that is distinct from the part of the web site to which the identified link initially points;

displaying the second web page as modified; and

in response to a change request from the web site that corresponds to the identified link, modifying the second web page to replace the first indicator with a second indicator associated with the identified link, the second indicator representing a change in the content of the web site,

wherein at least one of the first indicator and the second indicator is displayed indicative of information about the date on which the user has indicated the web site to be of interest.

3-13. (Canceled)

14. (Currently amended) The method of claim ~~12~~ 2, ~~further comprising displaying a~~ wherein the web site selection control is usable by the user to indicate that a web site to which a presently-displayed web page belongs is of interest, and wherein displaying the second web page comprises modifying the display of the web site selection control to indicate that the web page belongs to a web site indicated to be of interest.

15-19 (Canceled)

20. (Currently amended) The method of claim ~~15~~ 2, wherein the ~~activated~~ website selection control is one of a plurality of buttons, each button of the plurality corresponding to a different list of web sites that have been indicated by the user to be of interest, and wherein the identified web site is added to the list of web sites to which the activated control corresponds.

21. (Original) The method of claim 20 wherein each button of the plurality corresponds to a list of web sites relating to a different user interest, a different browsing mode, or a different subject matter.

22. (Currently amended) The method of claim 21, further comprising:  
displaying in conjunction with the browser window a second website selection control for bookmarking a web page;  
receiving an indication that the user has activated the second website selection control during the display of the distinguished web page in the browser window; and

in response to receiving the indication that the user has activated the second website selection control, adding the distinguished web page to a list of web pages that have been bookmarked, the list of web pages that have been bookmarked being distinct from the list of web sites that have been indicated by the user to be of interest.

23. (Previously presented) The method of claim 21 wherein the browser window is displayed by a browser program, the method further comprising:

in response to the display of the distinguished web page in the browser window, adding the distinguished web page to a list of web pages visited by the browser program, the list of web pages visited by the browser program being distinct from the list of web sites that have been indicated by the user to be of interest.

24. (Currently amended) A computer storage medium comprising computer executable instructions whose contents cause a computing system to track web sites by:

during the display of a distinguished web page in the browser window, receiving a user input event associated with a web site tracking command;

in response to receiving the user input event:

identifying a web site with which the distinguished web page is associated;

adding the identified web site to a list of web sites that have been selected for tracking by a user;

when a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, identifying and displaying a first indicator for the link, the first indicator being indicative of advertising content of the identified web site; and

updating the first indicator with a second indicator in response to a change in the advertising content while the link to a web page associated with the identified web site is displayed in the browser window, the second indicator representing the change in the content of the web site,

wherein at least one of the first indicator and the second indicator is displayed indicative of information about the date on which the user has indicated the web site to be of interest.

53. (Currently amended) The method of claim 3 2, further comprising:

determining an event to modify the ~~at least one~~ second indicator.

54. (Currently amended) The method of claim 53, wherein the event is determined when there is a change in the content targeting the user.

55. (Currently amended) The method of claim 53, wherein the event is determined based on user interactions with respect to the ~~at least one~~ second indicator.

56. (Currently amended) The method of claim 53, further comprising:

displaying the web page with ~~the at least one~~ a third indicator which has been modified from the second indicator based on the event.

57-58 (Canceled)

59. (Currently amended) The method of claim ~~45~~ 56, wherein ~~the dynamic indicator~~ at least one of the first indicator, the second indicator, and the third indicator includes an image and text corresponding to the content.

60. (Canceled)

61. (Currently amended) The method of claim ~~60~~ 2, further comprising:

assigning a specific color to the identified link based on the ~~obtained information~~ the content of the web site.

62. (Currently amended) The method of claim 59, further comprising:

including an image to ~~the visual indicator~~ at least one of the first indicator, the second indicator, and the third indicator, the image being obtained from the web site.

63. (Canceled)

64. (Currently amended) The method of claim ~~60~~ 2, wherein ~~the information~~ the content of the web site is a promotion offer targeting a user group with which the user is associated

#### REASONS FOR ALLOWANCE

2. Claims 2, 14, 20-24, 53-56, 59, 61-62 and 64 are allowed.
3. The prior art of record fails to disclose or suggest features in the Proposed Amendment.
4. The following is an examiner's statement of reasons for allowance: The Cited reference of Keohane (U.S. Pub 2004/0187074) fails to teach the features recited in the Independent claims. Keohane teaches bookmarking of pages that are of interest to the user (abstract & paragraphs 6-9). When the user accesses another page Keohane teaches displaying an indicator next to the links that have been previously bookmarked, although he does suggest that the indicators could include images, Keohane fails to teach that the indicator is associated with the actual content of the bookmark pages which changes dynamically according to the page, furthermore he fails to teach a date associated with the indicator has recited in the Independent claims.

Brown (U.S. 7,073,121) fails to teach the features recited in the Independent claims. Brown teaches a preview of the actual web page next to the links, this provides the user an advantage by providing a preview of the content associated with the link so the user doesn't have to visit every link on a page (abstract & column 2, lines 28-46). Brown however fails to explicitly teach that the thumbnails associated with the link are dynamically updated, he also fails to teach that the thumbnails includes date information associated with the time the user bookmarked the page. The following provides a benefit to the user because it alerts the user of previous content of interest when browsing another page further providing a dynamic preview of the actual web page with date information displayed with the indicator.

Furthermore, the claimed feature would not have been obvious to a person of ordinary skill in the art at the time of the invention in view of the prior art of record. Because neither Keohane nor Brown teach the features recited in the independent claims has described above. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled Comments on "Statements of Reasons for Allowance".

Art Unit: 2178

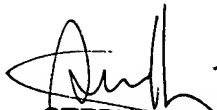
**CONCLUSION**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Manglesh M. Patel whose telephone number is (571) 272-5937. The examiner can normally be reached on M, W 6 am-3 pm T, TH 6 am-2pm, Fr 9am-6pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Stephen S. Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Manglesh M. Patel  
Patent Examiner  
March 30, 2007



**STEPHEN HONG**  
SUPERVISORY PATENT EXAMINER